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**FOR IMMEDIATE RELEASE**

**THE CARLE ANNOUNCES FALL SCHEDULE**  
**Eric Carle Museum kicks off Fifth Anniversary year-long celebration**  
**featuring two new exhibitions**

Amherst, Mass. (September 14, 2007) - **The Eric Carle Museum of Picture Book Art** has launched a full slate of fall programs in celebration of its Fifth Anniversary, including two special exhibitions. *Spiderwick: From Page to Screen* opens on Saturday, September 22, 2007 and will run through January 27, 2008. The exhibition explores the art of Tony DiTerlizzi and Holly Black's *The Spiderwick Chronicles*, and follows the story's wondrous translation to the big screen (coming February 15, 2008).

The second exhibition, *Children Should Be Seen: The Image of the Child in American Picture Book Art*, opens Thursday, November 15, 2007 and will run through March 9, 2008. The exhibition, co-organized by The Carle and the Katonah Museum of Art located in Westchester County, New York, features the work of 84 artists in a comprehensive survey of the best American picture book art of the last decade.

“For this special year, we have made a concerted effort to focus on works by artists in their prime. *Spiderwick* provides a wonderful insight into the creative process, while *Children Should Be Seen* offers a multivalent view of childhood through various sociological and developmental lenses,” states Museum Director, Nick Clark. “These two exhibitions are indicative of the high caliber of programming we continue to strive for here at The Carle.”

The Carle is also a member of Museums10 and joins partner organizations this fall in presenting the region-wide event, *BookMarks: A Celebration of the Art of the Book*.

The exhibition *Spiderwick: From Page to Screen* has been generously underwritten by Paramount Pictures and Nickelodeon Movies, and by a grant from Triad Foundation, Inc. Additional support has been provided by Simon & Schuster Children's Publishing.

*Children Should Be Seen: The Image of the Child in American Picture Book Art* has been made possible by a generous grant from Helen and Peter Bing. Additional funding for the exhibition has been provided by the New York Council for the Humanities, a state affiliate of the National Endowment for the Humanities. Any views, findings, conclusions or recommendations expressed in this exhibition do not necessarily represent those of the New York Council for the Humanities or National Endowment for the Humanities.

### **CARLE HONORS**

In October, the Museum will honor recipients of the 2nd Annual Carle Honors, a unique constellation of awards designed to recognize four distinct forms of creative vision and long-term dedication to the art of the picture book and its vital role in supporting art appreciation, early literacy, and critical thinking. This year's Carle Honors recipients are: Ashley Bryan – Artist; Martin and Lillie Pope of the Ezra Jack Keats Foundation – Angels; Margaret K. McElderry, Margaret K. McElderry Books, an imprint of Simon & Schuster Books – Mentor; and Twila Liggett of Reading Rainbow – Bridge. The Carle recognizes each as having had a tremendous impact on enriching the field of children's illustrated literature and expanding audience and support for the same.

### **LAUNCH OF *ARTIST TO ARTIST***

The Carle announces the launch of *Artist to Artist*, a new book from Penguin Young Readers Group created to honor and benefit the Museum's Fifth Anniversary. In this remarkable anthology, twenty-three of the most honored and beloved picture book artists, some of the first to exhibit at the Museum, speak informally to children, sharing secrets about their art and how they began their adventures into illustration.

The book features fold-out pages with photographs of each illustrator's early work, their studios and materials, as well as sketches and finished art. Self-portraits of each illustrator crown this important anthology that celebrates the artists and the art of the picture book.

Proceeds from the sale of the book will benefit The Carle.

## **ABOUT THE MUSEUM**

Founded in part by Eric Carle, the renowned author and illustrator of more than 70 books, including the 1969 classic *The Very Hungry Caterpillar*, and his wife Barbara, The Eric Carle Museum of Picture Book Art is the first full-scale museum in this country devoted to national and international picture book art, conceived and built with the aim of celebrating the art that we are first exposed to as children. Through the exploration of images that are familiar and beloved, it is the Museum's goal to provide an enriching, dynamic, and supportive context for the development of literacy and to foster in visitors of all ages and backgrounds the confidence to appreciate and enjoy art of every kind.

The Museum houses three galleries dedicated to rotating exhibitions of picture book art, a hands-on Art Studio, a Reading Library, an Auditorium, a popular Café, and a Museum Shop. It is located at 125 West Bay Road in Amherst, MA. Museum hours are Tuesday through Friday 10 am to 4 pm, Saturday 10 am to 5 pm, and Sunday 12 noon to 5 pm. Admission is \$7 for adults, \$5 for children 1-18, and \$20 for a family of four. The Carle is a non-profit 501c3 institution. For further information and directions, call 413-658-1100 or visit the Museum's Web site at [www.picturebookart.org](http://www.picturebookart.org).

## **ABOUT MUSEUMS10**

Museums10 is a partnership of ten museums – Amherst College Museum of Natural History, Mead Art Museum at Amherst College, Emily Dickinson Museum: The Homestead & The Evergreens, Hampshire College Art Gallery, Mount Holyoke College Art Museum, Smith College Museum of Art, University Gallery at the University of Massachusetts Amherst, The Eric Carle Museum of Picture Book Art, National Yiddish Book Center, and Historic Deerfield – in the Upper Pioneer Valley of Western Massachusetts. Museums10 is facilitated by Five Colleges, Incorporated and dedicated to promoting the cultural riches of the region.

Museums10 and *BookMarks: a Celebration of the Art of the Book* are sponsored by the generous support of the Massachusetts Cultural Council's John and Abigail Adams Arts Program, The Greater Springfield Convention and Visitors Bureau, Veridian Village at Hampshire College, 88.5 FM -- WFCR NPR News and Music for Western New

England, WGBY, Preview Magazine, Cross-Culture Journeys, Coastal Outdoor Advertising, Marcus Printing, and Spencer Timm. For more information about Museums10 and BookMarks, go to [www.museums10.org](http://www.museums10.org).

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For additional press information and/or images,  
please contact Corey Feltovic, Marketing Manager  
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## **HIGHLIGHTS OF EVENTS AND PROGRAMS**

The following are the highlights of events and programs at The Carle this season. For full descriptions and updates of events, please visit our Web site, [www.picturebookart.org](http://www.picturebookart.org).

### **Educators' Open House: *The Spiderwick Chronicles***

**September 27, 2007, 4:30 - 6:00 pm**

Free. Reservations required (413) 658-1126. Space is limited.

### ***Dinotopia: The Fantastical Art of James Gurney***

**September 29, 2007, 1:00 pm**

Free with Museum Admission.

Book signing to follow.

### **2nd Annual Carle Honors Benefit Dinner**

**October 2, 2007, 6:30 pm**

This event will be held at the University Club, New York City.

*For more information or to purchase tickets, contact Christine Lambrou at [christinel@picturebookart.org](mailto:christinel@picturebookart.org) or (413) 658-1115.*

### **A Conversation with Allen Say**

**October 4, 2007, 7:30 pm**

Free.

This event will be held at 115 Fayerweather, Amherst College. Book signing to follow.

### **Meet the Artist – Meet Allen Say!**

**October 7, 2007, 12:30 - 2:30 pm**

Free with Museum Admission.

**Books Out Loud with Rosemary Wells**

**October 13, 2007, 1:00 pm**

Free - Does not include Museum Admission.

Book signing to follow. Part of the Museums10 region-wide event

*BookMarks: A Celebration of the Art of the Book.* www.museums10.org

**Kamishibai with Dianne Clouet**

**October 14, 2007, 2:00 pm and 3:30 pm**

Free with Museum Admission.

**CelloBop**

**October 20, 2007, 1:00 pm**

Free with Museum Admission.

Featuring Gideon Freudmann.

**Tico and the Golden Wings**

**Saturdays, October 27, November 3, 10, 17, 24, December 1, 2:00 pm and 3:00 pm.**

**Additional 1:00 pm show on November 24**

\$ 3.50 per ticket. Ticket price does not include Museum Admission.

**Picture Book Theater** presents another wonderful production! See Leo Lionni's story come to life with puppets and young dancers. Produced by Therese Brady Donohue.

*Tickets may be purchased in advance at the Museum Admissions Desk or by calling (413) 658-1126.*

This program has been supported in part by the Massachusetts Cultural Council.

**Special Halloween Storytime with Author/Illustrator David Costello**

**October 28, 2007, 2:00 pm**

Free with Museum Admission.

**Meet the Artist – Meet Tony DiTerlizzi!**

**November 4, 2007, 12:30 - 2:30 pm**

Free with Museum Admission.

**5th Anniversary Family Day  
November 17, 2007**

**The Carle: Five Years Old!** You're invited to the Museum's Fifth Birthday Party! Bring the whole family for a day filled with art, music, reading, and dancing and enjoy **FREE Museum Admission**.

Included in the festivities are:

- Two rockin' sets by famous local boys *Who Shot Hollywood?*
- Fantastical balloons by Ed Popielarczyk
- Special Guest Appearances by illustrators Wendell Minor, Kevin Hawkes, and Etienne Delessert.
- Two performances of Therese Brady Donohue's ballet adaptation of Leo Lionni's *Tico and the Golden Wings\**

*\* Tico performances cost \$3.50 per ticket*

**Annual Educators' Night with Michael Thompson**

**November 30, 2007, 4:30 - 6:30 pm**

Free. All educators welcome; free materials for libraries and classroom. Reservations required (413) 658-1126. Space is limited.

**Pictures of Children in Caldecotts**

**December 1, 2007, 11:00 am - 12:00 pm**

Free with Museum Admission.

**Meet the Artist – Meet Wendell Minor, Jerry Pinkney, Rosemary Wells, and Paul O. Zelinsky, with Jane Bayard Curley !**

**December 2, 2007, 12:30 - 2:30 pm**

Free with Museum Admission.

**Birds of a Feather**

**December 8, 2007, 1:00 - 2:00 pm, Studio Program 2:15 - 4:15 pm**

Free with Museum Admission.

(Snow date December 9) Presented by Julie Anne Collier and Jim Parks, both licensed raptor rehabilitators based in Massachusetts.

**Picture Books: The Best of the Best in 2007**

**December 15, 2007, 1:30 pm**

Free with Museum Admission.

For the full listing of **Upcoming Events**, visit  
[http://www.picturebookart.org/Programs\\_Events/Upcoming](http://www.picturebookart.org/Programs_Events/Upcoming)

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